

Frederick Loeser & Co.

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BROOKLYN.

Holiday Preferences and References. Procrastination Steals the Time to Christmas.



Things you know about you can always buy safely; in other words, you know exactly what you are getting and cannot be deceived. But how about the hundred and one Christmas things on sale these Holiday times? Do you know their real value? Are they all genuine? Will they give satisfaction? Isn't the store you deal with the only real guarantee you have?

The receiver of your gift will be the one to test, in the future, its worth or unworthiness. Isn't it a satisfaction to be absolutely sure that what you give is exactly as represented? Isn't it a satisfaction to know that with this store you are sure of quality; that our guarantee positively protects the receiver of your gifts?

There is a best of everything and we sell only the best.

The list following may save you some time as well as give you a suggestion. For instance (and we make this statement without fear of truthful contradiction), we have in a special case an assortment of imported leather goods of all kinds; Pocketbooks, Purses, Card Cases, Cigar Cases, Cigarette Cases, Diaries, Autograph Books, Portfolios and other things which can neither be duplicated nor approached in this country.

If you saw them in some swell specialty store (jeweller's, if you like) you would at once say you never saw anything so beautiful. Why should they be less beautiful here, simply because our prices are less?

To procure beautiful things three requisites only are necessary—good taste, money and courage. The markets of the world are open to all alike, Dry Goods store or specialist; nothing can be better than the best, no matter from whom it comes. We deal only in the best.

The Pleasures and Economies of Toyland.

This Toyland in the basement is a Carnival for the Children. The contents of Noah's Ark have been let loose, the Running Engines, the Music Boxes, the Nodding Animals, and endless combination of Cards and Blocks, Houses and Stores and Barns, Soldiers, Cars, Boats, Sleighs, Wagons, etc.

Then think of the price advantages! For instance, here are but a few hints among the thousands:

Imported Earthenware Kitchen Sets, 24 pieces, assorted shapes, always were sold for \$1.75; to-morrow, 98c.
Soldier Suits, 50c. up.
Magic Lanterns, 3 styles, prices were \$2.48, \$1.98 and \$1.59; to-morrow, 98c.
An Oak Desk, has folding legs; was made to sell for \$1.50; we'll sell 100 pieces at 98c. each.
French Tin Stables, with beautifully colored Carriages and Wagons, a very unique novelty; price was \$1.50, now 69c.

A Holiday Umbrella Sensation.

The \$6.00 to \$4.00 Kinds for \$2.69.

It will surely cause a stir in the Umbrella market. The idea of getting a \$6.00 Umbrella for \$2.69 is a good enough opportunity to give one's self a present.

But notice what they are: Pure silk tape-edge Taffeta and some pure silk English Lavantine (and you know what that means), beautiful handles of Dresden, Ivory and Pearl and Natural Woods, some plain, others sterling silver mounted, odd twisted hooks and crooks. The frame is the celebrated lock rib paragon, size 26 inches, the Harvey steel rods, cases with tassels to match. There are 1,019 of them. \$4.00 and \$6.00 ones at \$2.69 each.

A Stir Among the Handkerchiefs.

A Holiday Incident, 1-3 and 1-2 Less Than Original Prices.

No! not seconds nor imperfect goods, though the prices are small enough to indicate it, but we never sell such. The quantities, qualities, styles and values are a revelation.

Women's Swiss and hand embroidered Handkerchiefs, every thread pure linen, hemstitched with embroidery, scalloped and lace trimmed, neat designs, at 12c., 17c., 25c., 35c., 48c., 75c. and \$1.00 each.

Women's plain hemstitched, in all widths, 4, 4 1/2, 1 and 1 1/2 inches wide, also women's initial handkerchiefs, in script and block letters, hand embroidered, and every thread pure linen, at 12c., 17c., 25c., 35c. and 45c. each.

What of \$2.25 for \$4.00 Shoes?

These are a lot of our regular \$3.50 and \$4.00 Shoes; you probably won't object if there are more of the \$4.00 ones than the \$3.50, but either kind is an opportunity. Some of them are button and others lace, well made, good shape lasts, comfortable fitting and shapely; all kid button, hand-turned sole, patent leather tip; some common-sense shape, no tip; cloth top, kid foxed, buttoned, patent leather tip; a dress walking shoe; all kid lace, patent leather tip; all kid button, kid top. These are really cheap shoes at \$4.00; then what of \$2.25? All sizes and seven different kinds.

Dolls Dressed and Undressed
Dolls that are interesting to the older people; then don't blame the children for crowding around them as they do. All kinds and prices. What of these?
UNDRESSED DOLLS.
450 Jointed Dolls, 15 inches high, fine bisque head, moving eyes, says "Mamma" and "Papa." Has shoes and stockings, 59c.; same quality, 18 inches, 98c. instead of 89c. and \$1.39.
216 fine quality Jointed Dolls, hand sewed wig, moving eyes, 20 inches, \$1.49 instead of \$2.25.

Art Embroidery Suggestions
There's a wealth of helpful hints for the gift hunter among these hand-painted and hand-embroidered things. A visit here may save you hours of thinking.
Hand-painted satin and linen Handkerchief and Glove Boxes, \$2.29 and \$2.39 each.
Linen Calendars and Letter Racks, from 98c. to \$1.49.
Our line of Sofa Pillows is the most complete, prices ranging from \$1.85 to \$20.00 each.
Scrap and Work Baskets, trimmed and untrimmed, from 10c. to \$15.00 each.

Solid Gold and Diamond Jewelry

At Reduced Prices.

A beautiful collection of rich, dainty and exclusive things in 14 and 18 karat gold setting and pure white diamonds. Just such jewelry as you can find only in the very best jewelry store. The gems and the enamels are of the finest, and the only difference is, you pay much less than to the specialist.

Sunburst Brooch, 1 large and 54 small fine diamonds, at \$102.00 instead of \$135.00.
Star Brooch, 1 large and 8 medium size fine diamonds, at \$56.00 instead of \$75.00.
Harvest Moon Brooch, 21 graduated fine diamonds, \$103.00 instead of \$137.50.
Enamelled Pansy Brooch, one small fine cut diamond in centre, \$10.00 instead of \$14.50.
Enamelled Butterfly Brooch, with four fine cut diamonds, \$16.50 instead of \$22.00.
Enamelled Flower Scarf Pins, with fine cut diamond, \$6.00, \$8.00, and \$9.00 instead of \$8.00, \$10.75 and \$12.00.

WATCHES.
60 Colored Enamelled Watches, set with real pearls, in floral and bow-knot designs, also gold inlaid in fancy designs, \$6.98 instead of \$10.75 and \$11.98. Chatelaine Pins to match, \$1.08 instead of \$2.39 and \$2.75. Chatelaine gold filled Watches, 15-year guarantee, Waltham movement, engraved and engine turned cases, \$9.98.
Men's Gold Filled Watches, open face, 5-year guarantee, Waltham movement, \$7.98.
Small size Chatelaine Watch, solid silver, warranted good timepiece, \$4.75; similar style in hunting case, larger size, \$4.48.

Why Not Something in Furniture?



Our furniture has the holiday fever, too! Its character and prices always respond to your individual taste and individual pocketbook; but now particularly is the display fresh, unique and attractive; so many appropriate Christmas things at easy-to-buy prices.
A Desk, an Easy Chair, a Davenport, a Table! Why, memories will cling to such presents for years! For example, here are

Some Smokers' Tables.

Some of them imported, others made in the United States. Among them are tables containing all the latest improvements, such as music boxes, electric cigar lighters, call bells and other novel features. These are a few of the prices only:

\$1.50 Smokers' Table for \$1.15.
\$2.50 Smokers' Table for \$1.65.
\$3.25 Smokers' Table for \$2.50.

63c. a Yard for Wiltons, Axminster, Moquettes, Velvet and Body Brussels Carpets.

Here's a Carpet opportunity of unusual interest to every one who can make use of the lengths. A lot of odd rolls and lengths left over from our regular selling. You have a choice of Wilton, Axminster, Moquette, Velvet and Body Brussels, that usually sell for from \$1.00 to \$1.65 per yard. We make the uniform price 63c. Pieces are large enough to fit good-sized rooms, too, and all the season's newest things. It may assist you in selecting to bring the size of the room you wish to carpet:

Dress Fabrics in Attractive Boxes
Useful and sensible presents, and always acceptable. What an assortment we have ready for you, in black and colors; the newest and most attractive things of the season. These are cut in waist, skirt and dress lengths, put up in attractive boxes. The prices are reduced, too, from 1-3 to 1-2 less than regular.
7 yards fancy Travers Cord, for \$1.48 instead of \$2.75.
7 yards two-tone Eppingline, \$1.55 instead of \$3.25.
6 yards 48 inch all wool Scotch Cheviot, \$2.29 instead of \$4.25.
6 yards 50 inch all wool Tailor Cloth Suting, \$3.25 instead of \$5.10.
7 yards 44 inch all wool Grantire Cloth, \$3.40 instead of \$5.25.
6 yards 46 inch all wool Crepe Armure, \$3.98 instead of \$5.34.

Men's Mackintoshes
\$10.00 for \$7.50
These are a lot of reversible all wool cloth House Jackets, with fancy plaid linings, and really a splendid lot at \$6.50 each.

Women's Mackintoshes
\$3.75 and \$4.25
They have full double or single capes with revers, all-wool cashmere, reversible plaid back, inlaid velvet collar, and guaranteed perfectly waterproof.

These Mackintoshes were made to our order and are cut liberally, the best fit, best workmanship, and fully equal to those usually sold for \$5.00 to \$7.00.

Women's Jackets and Reefers
These are several lots gotten at a price that gives you a very unusual chance. The styles, designs, fit and workmanship are in keeping with the high quality of all our ready-to-wear costumes. It's a case of the early comer, however.

AT \$6.90 INSTEAD OF \$10.50.
Jackets in rough Cheviot Cloth, velvet collar, lined with tailor serge, or Kersey with shield front, high storm collar, serge lined.

AT \$11.75 INSTEAD OF \$15.00.
Black Kersey Cloth Reefers, inlaid velvet collar, lined with black satin.

AT \$15.75 INSTEAD OF \$19.50.
Fine Chinchilla Cloth Reefers, lap seams, velvet collars, lined with fancy taffeta silk.

Handsome Garments and Capes, now from \$22.50 to \$85.00 instead of \$31.00 to \$105.00. They are remainder of our handsome imported garments, also Velour de Nord Capes, which are elaborately embroidered and braided, many fur trimmed.

Upholstery
This Upholstery Store is freighted with many interesting hints for home decoration that are particularly helpful now, aside from these opportunities in Curtains and Draperies: 126 pairs reversible Tapestry Portieres at \$4.50 pair, formerly \$5.50 and \$6.00.
Six styles white Irish Point Curtains at \$4.99 pair.
150 pairs, 25 styles, Nottingham Curtains at \$2.40 pair, regular price \$2.75 and \$3.00.
Remarkable reduction in Bed Sets for holiday presents.
Marie Antoinette, \$12.50, \$17.50 and \$21.00.
White Irish Point, \$4.95, \$6.50, \$7.50 and \$10.00.

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MASON'S,
Myrtle Av., Cor. Bridge St.,
BROOKLYN, N. Y.
Established Over 50 Years.
CHRISTMAS GIFTS
IN
GREAT ABUNDANCE.
More of them and at lower prices than we ever offered before. Do your selecting now. You will have more bargains to pick from if you do so.
Over 100 Bookcases and Desks to show you. Here are two sample bargains:
\$8.75.
Worth easily \$15.00. Solid Oak, 6 feet 2 inches high and 3 feet wide; French Bevelled glass top; two large deep drawers. A handsome Oak or Mahogany Parlor Desk.
\$3.00.
Gold Reception Chairs, daisies seats.
\$1.50.
HUNDREDS OF OTHER BARGAINS. EASY PAYMENTS—LONG TIME.

MASON'S,
115, 117, 119 & 121 Myrtle Ave.,
Cor. Bridge St.,
BROOKLYN.
Established over 50 years.

A.A. WEBSTER & CO.,
JEWELERS AND SILVERSMITHS,
440 Fulton St., Brooklyn.

Diamonds, Gold and Silver.
ALL THE LATEST NOVELTIES FOR
CHRISTMAS.
OPEN EVENINGS ON AND AFTER DEC. 15.

Brooklyn Furniture Co.
HOLIDAY GOODS.
The magnitude of the superior quality of our stock, together with our VERY LOW PRICES, make this the safest store for you to trade.

Price in Denim . . . \$16.00
Price in Velour . . . \$23.00
Price in Brocatelle . \$27.00
Price in Leather . . . \$40.00

Brooklyn Furniture Co.,
559 to 571 Fulton St., Brooklyn, N. Y.

ONE DOLLAR PER WEEK.
EVERYTHING FOR HOUSEKEEPING. Make Your Own Terms. The finest and best assorted stock in the city. We never take advantage of customers who get in arrears through no fault of theirs. Call and see for yourself.

Long Island Furniture Co.,
46 to 48 MYRTLE AVE.,
AND 327 PEARL ST., BROOKLYN, N. Y.

PIANOS.



UPRIGHTS, \$150
\$5 Monthly Until Paid.

FREE
Three-months piano lessons, cartage, stool, cover and one year's tuning with each piano.
These pianos are made by a responsible manufacturer, are full size and guaranteed for five years.

UPRIGHT BARGAINS.
\$65 SPAULDING . . . \$4 monthly until paid
99 GOETZ & CO. . . 4 monthly until paid
165 DUNHAM & CO. . . 5 monthly until paid
250 STEINWAY . . . 6 monthly until paid

SQUARE BARGAINS.
\$20 WHITNEY . . . \$3 monthly until paid
35 LINDEN & FRITZ . . . 3 monthly until paid
50 ARION . . . 3 monthly until paid
85 WEBER . . . 3 monthly until paid

ORGAN BARGAINS.
\$15 BEATTY . . . \$2 monthly until paid
22 SHONINGER . . . 2 monthly until paid
35 MASON & HAMLIN . . . 2 monthly until paid
40 ESTEY . . . 2 monthly until paid

SOLD ON EASY TERMS.
PIANOS RENTED \$2 MONTHLY UPWARD.
ORGANS RENTED 50c. MONTHLY.

GOETZ & CO.,
81 and 83 Court St., Brooklyn.
One Block from City Hall.
OPEN EVENINGS UNTIL 10 O'CLOCK.

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HOLIDAY GOODS.

The magnitude of the superior quality of our stock, together with our VERY LOW PRICES, make this the safest store for you to trade.

Price in Denim . . . \$16.00
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